

ORDER



Orders
Order / Rev: 167412
Alt Order #: 06346555
Product Desc: THOMPSON FOR SENATE
Estimate: 2749
Flight Dates: 09/27/12 - 09/30/12
Original Date / Rev: 09/26/12 / 09/26/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: Strategic Media Placement
Buying Contact: Whitney Eversole
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Pol/T Thompson/R/Sen/WI
Demographic: A50+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	9	\$4,600.00	\$3,910.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	9	\$4,600.00	\$3,910.00	0.00
Totals	9	\$4,600.00	\$3,910.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	14%	\$4,600.00
Market	100%	\$32,857.14

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	35%	\$11,500.00
WITI	24%	\$7,885.71
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	27%	\$8,871.43
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	09/30/12	09/30/12	CBS Sunday Morning	CM	8a-930a	-----1	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				CBS Sunday Morning		(8:00 AM-9:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----1		1		\$500.00		0.00					
E 2	WDJT	09/30/12	09/30/12	Sun 1030a-11a	SPRT	1030a-11a	-----1	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
				Green and Gold Game Day Live											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----1		1		\$300.00		0.00					

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Estimate: 2749

WDJT-TV-LP

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E 3	WDJT	09/27/12	09/28/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p ---TF--	:30	2	\$150.00	P-2	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	---TF--		2		\$150.00		0.00				
E 4	WDJT	09/27/12	09/30/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p ---TFSS	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	---TFSS		4		\$750.00		0.00				
E 5	WDJT	09/29/12	09/29/12	Sa 7p - 8p Senatorial Debate	CM	7p - 8p -----1-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----1-		1		\$500.00		0.00				
												Totals	9	\$4,600.00